

Minister for
International Development



Ministerial Offices | Government of Jersey | Union Street
Jersey | St Helier | JE2 3DN

By email

4th March 2025

Dear Chair,

Public hearing

Thank you for your letter dated 28th February in which you ask a number of questions that the Panel were unable to ask during the scheduled hearing. I have set out answers to each of your questions below in turn:

Public Priorities for 2025

- 1. The Panel notes that your legislative programme for 2025 includes the National Day and Jersey Anthem workstream, other than this please can you detail any other proposition workstreams you are or will be working on?*

There is an ongoing programme of work to deliver the recommendations of the Island Identity Policy Board which will be considered with manpower and resource implications.

- 2. What initiatives do you have planned to support the Common Strategic Policy priority of 'strengthening Jersey's international reputation'?*

In many ways, JOA's core business already contributes to this objective. By transforming thousands of lives through carefully selected development themes that play to Jersey's strengths, we demonstrate to the international community that the island is far more than simply an international finance centre. I would like to highlight just a couple of examples already planned for this year that form part of JOA's annual workplan.

In my role as Minister, I engage with relevant Ministries and authorities in JOA's target countries to identify and progress opportunities for mutual cooperation and benefit in our development themes. This week I met with the Zambian High Commissioner to update her on JOA's Dairy for Development portfolio in Zambia, following an MoU I signed with the Ministry of Fisheries and Livestock in 2022. This dialogue will continue throughout the year; we will host dairy experts from Zambia in Jersey later this month and I plan to visit Zambia in May to reinforce this relationship, demonstrating our approach to development is far more than a grant maker.

This month, I met with Sarah Champion MP, Chair of the House of Commons' International Development Committee whose role it is to scrutinise the work of the Foreign, Commonwealth & Development Office in respect of international aid policy, and the expenditure of Official Development Assistance across UK government departments. I

shared insights on JOA's work and she was particularly complimentary about our strategic approach, expertise, and focus on value for money—areas in which Jersey compares favourably with larger donors.

In the humanitarian space, JOA was recently recognised by the UN's top official for humanitarian affairs, praising Jersey's role from aid recipients to humanitarian leaders. This is in recognition of Jersey becoming co-chairs of a major UN humanitarian working group, along with Italy and the Office for the Coordination of Humanitarian Affairs (OCHA). As part of the role, in June Jersey will host the UN OCHA Pooled Fund Working Group, inviting key UN officials and representatives from major donors including among others, Canada, Germany, Sweden, Norway, Australia and South Korea as well as key members of the NGO community. Not only will the opportunity showcase the Island as a responsible and outward looking jurisdiction but demonstrate to other, less traditional donors, the role they could, and should play in a fast-changing geopolitical landscape.

One of our most visible contributions to the Island's international reputation is our volunteer programme, which enables Islanders to work alongside reputable organisations in developing countries. This year, volunteers will be deployed to Malawi, Kenya, and Nepal, while our partnership with Accountancy for International Development (AfID) provides skilled volunteering opportunities for Jersey accountants to support non-profits globally. On one side, these initiatives encourage Islanders to address inequality and broaden horizons and outlook. On the other side, people in communities thousands of miles away, who may have never heard of Jersey, learn about a caring, generous community that has always demonstrated the importance of giving back.

Jersey Connections and the wider Island Identity Project through the Ambassadors for Jersey play a crucial role in strengthening Jersey's international reputation by promoting the island's unique identity, values, and contributions on the global stage.

Jersey Connections fosters a global network among the island's diaspora, encouraging the sharing of experiences, building new relationships, and keeping in touch with developments back home. This initiative not only celebrates Jersey's talent worldwide but also promotes the island's prosperity through collaborative efforts. Meanwhile, the Ambassador for Jersey programme equips individuals with comprehensive knowledge about Jersey's unique attributes, including its constitutional status, economy, and cultural heritage. Material provided in the Island Identity project and on the website, help prepare the Ambassadors when representing and promoting the Island overseas. By empowering ambassadors to effectively communicate these aspects, the programme ensures that Jersey's distinct identity is recognized and appreciated on both domestic and international platforms. Together, these initiatives strengthen Jersey's global presence and foster a deeper appreciation for its rich heritage and contributions

3. *The Panel understands that there have been a number of discontinued, replaced or restructured roles in the Government of Jersey, has this impacted any of your work?*

I can confirm that while there have been some structural changes within the Government of Jersey, including the loss of the Assistant Minister role within JOA, it has been able to continue to deliver its strategic objectives effectively and have not had any significant impact on our work.

4. *The Panel understands that, although paused, the Government of Jersey had undertaken to review oversight and operation of Arm's Length Organisations, and that other discussion, for example concerning Freedom of Information has been held. How do these aspects impact your Ministerial portfolio and the work of the Jersey Overseas Aid Commission?*

Jersey Overseas Aid (JOA) is not classified as an Arm's Length Body (ALB) or an Arm's Length Organisation (ALO); rather, it is one of six Specified Organisations in Jersey. This distinction is important when considering oversight and operational frameworks. JOA already operates under clear governance and accountability mechanisms, including a dedicated section in the Public Finance Manual and the appointment of an Accountable Officer—both unique among Specified Organisations.

5. *Following our discussion during the hearing of June last year, has any further consideration been given to the benefits and need for you to act as both chair of Jersey Overseas Aid Commission and Minister for International Development? Furthermore, has there been any discussion as to whether the ministerial representation may sit better within the remit of the Minister for External Relations, given your delegation as Assistant Minister under that appointment?*

Having a Minister for International Development adds several additional layers of democratic accountability, to the Council of Ministers, to the States Assembly (through regular question sessions), and to Scrutiny (by the Economic and International Affairs Panel). Internally, the representation of Jersey's aid programme at Ministerial level improves its coordination with other aspects of Jersey's international work, while externally it adds weight to our voice and to our reputation as a good global citizen.

Jersey Overseas Aid remains committed to maintaining its independence while ensuring strong and effective coordination with the Government of Jersey. The dual role of Chair of JOA and Minister allows for clear strategic oversight while safeguarding JOA's independence from direct political influence.

Regarding the suggestion of merging this role into the Minister for External Relations, I believe this would not deliver benefits in terms of cost-saving or diplomatic impact. Combining trade and aid does not enhance effectiveness; instead, it risks diluting the core

purpose of our international development work. Unlike trade policy, our aid decisions are guided by need, impact, and rigorous due diligence, including robust anti-corruption safeguards and a commitment to not providing direct bilateral assistance.

Furthermore, JOA has worked over several years to establish itself as an effective and respected donor.

A National Day and Jersey Anthem

6. *What measures were taken to engage harder-to-reach populations who may not have had access to the consultation through traditional or digital means?*

Paper copies of the survey were distributed to all parish halls which allowed respondents wishing to submit their feedback physically to send in their responses via post to the Government Office on Union Street. Additionally, an advert was placed in all Parish magazines, which are distributed free of charge to Islanders, and the JEP to further encourage participation via postal submission. Paper copies were also distributed in a number of primary and secondary schools. The consultation received a significant number of postal and paper responses, demonstrating successful engagement with harder-to-reach populations.

7. *The significant involvement of young people in the survey (49% under 18), how will their feedback shape the future celebrations and significance of the National Day?*

The strong participation of young people in the consultation, with 49% of respondents being under 18, highlights their keen interest in shaping Jersey's National Day. It provides an opportunity to strengthen civic pride and cultural awareness among young people, fostering a deeper connection to Jersey's heritage and identity. By actively engaging with this topic, young people are helping to ensure the longevity and significance of the National Day, ensuring it continues to evolve in ways that reflect and celebrate Jersey's diverse and dynamic community.

8. *Is it possible to collate the results of the schools survey separately for comparison, and if so, can this comparison please be provided?*

Please refer to the attached addendum. Schools provided their responses via paper surveys. As some school students may have also completed the survey anonymously online, it is not possible to accurately compare their responses with those of other participants. Additionally, the consultation did not collect demographic data to prevent bias or undue weighting toward any particular demographic group.

9. *Should the proposition be adopted, how do you plan to leverage the establishment of a National Day to boost tourism and international recognition of Jersey?*

If the proposition for a National Day is adopted, we will use this opportunity to enhance Jersey's international profile and attract more visitors by working closely with government departments, relevant stakeholders, and leveraging the government's social media channels to raise awareness of the decision in the lead-up to the Liberation 80 celebrations.

To maximize the impact, we will be working with Visit Jersey to ensure that their marketing of the Liberation 80 celebrations reflects the significance recognised by the States Assembly decision and is in a format which will be familiar and attractive to visitor audiences.

10. *Will the Government commit resources to support community events and celebrations on the National Day?*

The Government has already committed a portion of the 1% allocated to arts, culture and heritage to the Liberation 80 celebrations in recognition of this important milestone in the Island's events calendar. The Bailiff's Chambers are leading on the celebrations and events to mark the occasion and I will be working closely with them as a member of the Bailiff's Consultative Panel for Liberation 80.

11. *With only 50% of respondents supporting "Beautiful Jersey" as the official anthem, how do you plan to proceed in selecting an anthem that resonates with a broader spectrum of Islanders?*

While 50% of respondents were in favour of "Beautiful Jersey" being formalised as the Jersey Anthem, this did not represent a convincing body of support. The Council of Ministers has instead decided to issue interim guidance in due course to sports clubs and other relevant bodies as to what should be played during official events where Jersey represents itself in its own capacity, such as the Commonwealth Games and Island Games, where there is currently no conclusion on what should be played. This guidance will include recommending that the chorus of "Beautiful Jersey" (in either English or Jèrriais) is played at such events until a formal anthem is selected.

The Government may explore further public engagement opportunities, such as additional consultations or community input sessions, at a later date to ensure that the final choice reflects the diverse perspectives and values of the island's population. The goal is to find an anthem that fosters unity and pride among all Islanders.

12. What was the criteria for selecting an anthem, and will there be an opportunity for further public consultation or even a public competition to create a new anthem?

"Beautiful Jersey" was suggested due to its cultural prominence, being sung at events like the Island Games, Commonwealth Games, as well as during Liberation Day. It is also taught in some schools. Other suggestions were also welcomed as part of the survey and set out in the Island Identity report.

Regarding further public consultation or competition to create a new anthem, this remains a possibility. Any future decisions will ensure that the anthem reflects the values and identity of the island while maintaining broad community support. However, at present, the Island Identity project does not have the resources to facilitate this process.

13. What consideration, if any, will be given to the public and social media debate of the Jersey Anthem?

All feedback—whether from surveys, formal consultations, or public debate—will be considered as part of the decision-making process. Social media, in particular, offers an accessible platform for Islanders to share their thoughts, fostering a broader and more inclusive discussion. While individual opinions may vary, the key focus remains on identifying an anthem that enjoys widespread support and reflects Jersey's unique cultural identity.

14. What is the timeline for the remaining workstream?

There is no specific timeline.

15. When will the formal anthem be selected and what will be the process?

As mentioned in the above answer, there is no specific timeline for the formal selection of a Jersey Anthem. The process requires careful consideration to ensure broad consensus and widespread public support.

Currently, the focus is on identifying an anthem that resonates with a large majority of Islanders. Once a strong preference emerges, further steps will be taken to refine and formalise the selection.

16. Finally, this work was progressed and lodged by you as Minister for International Development, why was it not done so through your delegation as Assistant Minister for External Relations?

This work was advanced and lodged in my capacity as Minister for International Development as I hold responsibility for the Island Identity Project. The Island Identity Board proposed a comprehensive set of recommendations on how Jersey's distinctive qualities can strengthen national identity, fostering social and cultural benefits while reinforcing community spirit and enhancing the island's international presence. This included two key recommendations from the Island Identity Report (2019): the designation of a national day and the determination of an anthem for Jersey.

I hope the above information provides clarity to the areas you have raised.

Yours sincerely,



Deputy Carolyn Labey
Minister for International Development
Assistant Minister for External Relations
Chair of Jersey Overseas Aid Commission

E: c.labey@gov.je

Addendum: National Day and Jersey Anthem Consultation – Response from Schools

All Responses, Including Schools (Total: 2,466)			
	Yes	No	Unsure
Liberation Day	2,007 (82%)	203 (8%)	256 (10%)
Beautiful Jersey	1,237 (50%)	870 (35%)	359 (15%)

Paper Responses from School Students (Total: 1,207)			
	Yes	No	Unsure
Liberation Day	991 (82%)	156 (13%)	60 (5%)
Beautiful Jersey	701 (58%)	301 (25%)	205 (17%)